

## Message Text

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PAGE 01 PARIS 05775 262051Z

61

ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 DODE-00 PM-04 H-02 INR-07 L-03

NSAE-00 NSC-05 PA-01 PRS-01 SP-02 SS-15 USIA-06 /059 W  
----- 023351

R 262047Z FEB 76

FM AMEMBASSY PARIS

TO SECSTATE WASHDC 8218

INFO AMEMBASSY ROME

AMEMBASSY LONDON

AMEMBASSY BONN

AMEMBASSY ANKARA

LIMITED OFFICIAL USE PARIS 05775

E.O. 11652: N/A

TAGS: PFOR FR US

SUBJECT: GOF TO TRY AND IMPROVE PUBLIC IMAGE IN THE

UNITED STATES

BEGIN UNCLASSIFIED:

1. ACCORDING TO AGENCE FRANCE PRESSE, GOF HAS ASSIGNED DIPLOMAT ROGER VAURS, FRENCH AMBASSADOR IN TURKEY, THE TASK OF IMPROVING FRANCE'S PUBLIC IMAGE IN THE UNITED STATES. THE TIMING OF THE ASSIGNMENT IS RELATED TO PRESIDENT GISCARD D'ESTAING'S OFFICIAL VISIT TO THE UNITED STATES MAY 17-21. MR. VAURS' MISSION IS TEMPORARY, AND HE REMAINS FRENCH AMBASSADOR TO TURKEY. HE HAS HAD TWO PREVIOUS ASSIGNMENTS IN THE UNITED STATES. HE WAS SECOND SECRETARY AT THE FRENCH EMBASSY IN WASHINGTON 1948 TO 1952, AND DIRECTOR OF INFORMATION SERVICES IN WASHINGTON FROM 1952 TO 1966. END UNCLASSIFIED.

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2. JACQUES DE FOLIN, DIRECTOR FOR AMERICA AT THE MINISTRY OF FOREIGN AFFAIRS, SAID THAT VAURS WAS HANDPICKED BY PRESIDENT GISCARD D'ESTAING, WHO HAD UTILIZED HIM FOR LIMITED OFFICIAL USE

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SIMILAR MISSIONS WHEN GISCARD WAS MINISTER OF FINANCE.

IN VIEW OF HIS LONG EXPERIENCE AS PRESS COUNSELOR IN WASHINGTON, HE IS THE IDEAL PERSON FOR THE JOB. HIS MISION IS ESSENTIALLY A TECHNICAL ONE, DE FOLIN SAID. HE WILL BE COMMISSIONING POLLS TO DETERMINE WHAT AMERICANS THINK OF FRANCE, AND WILL WORK OUT PROGRAMS TO CORRECT DEFICIENCIES. GISCARD WILL ALSO TAKE HIS FINDINGS INTO ACCOUNT IN PLANNING HIS PUBLIC STATEMENTS AND ACTIVITIES FOR THE OFFICIAL VISIT NEXT MAY, DE FOLIN SAID.

RUSH

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NNN

## Message Attributes

**Automatic Decaptoning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** FOREIGN RELATIONS, PUBLICITY CAMPAIGNS, PUBLIC ATTITUDES  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 26 FEB 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Authority:** morefirh  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 28 MAY 2004  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1976PARIS05775  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D760073-0622  
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**Original Handling Restrictions:** n/a  
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**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** morefirh  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 16 APR 2004  
**Review Event:**  
**Review Exemptions:** n/a  
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**Review Referrals:** n/a  
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**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** GO TO TRY AND IMPROVE PUBLIC IMAGE IN THE UNITED STATES  
**TAGS:** PFOR, FR, US  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006